



Cookson Electronics

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Press Release

For immediate release

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**Alpha Introduces New PV Ribbon Product Line
at Solar Canada 2011**

South Plainfield, NJ – November 23, 2011 – ALPHA®, the world leader in the production of electronic soldering materials, will introduce their new line of PV Ribbon products to the Canadian market at Solar Canada 2011, in Toronto, Ontario, December 5-6, 2011. Alpha's PV Ribbon is produced with state of the art equipment and is designed to meet the challenging requirements of the most sensitive solar module assembly processes.

"ALPHA® PV Ribbon has low yield strength, low camber and is very flat making it the perfect solution for assemblers looking for interconnecting ribbon that is easy to use and produces highly reliable solder interconnects that stand the test of time." said Mike Murphy, Alpha's PV Segment Manager. "Visit our booth #S26 at Solar Canada 2011 to learn more about our new ribbon."

ALPHA® PV Ribbon is made with high quality raw materials in a modern production process resulting in PV Ribbon that maximizes production yields and throughput. Our in-depth manufacturing expertise combined with years of electronics soldering experience helps deliver products with maximum value. We help our customers increase yields, throughput and reliability improving their bottom line. Alpha supports its PV customers with dedicated global technical support personnel and superior applications expertise.

About Alpha

Alpha, a business unit of Cookson Electronics, is the global leader in the development, manufacturing and sales of innovative materials used in the assembly of electronics products. Since its founding in 1872, Cookson Electronics has been committed to developing and manufacturing the highest quality soldering materials. That tradition continues today as Alpha supplies high quality products to the Photovoltaic industry. With over 30 locations throughout the Americas, Europe and the Asia/Pacific region, Alpha supplies PV Ribbon, Solder Paste, Cored Solder Wire, Liquid Fluxes and Preforms to the PV industry.

For more information, visit www.alphapvribbon.com.



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